

a content file in accordance with a metric associated with the content files. For example, the instruction module **118** may select a content file based on the popularity of the files. After the instruction module **118** identifies a content file, the instruction module determines an application to display or play the content file and generates a set of instructions **358** that causes the determined application to display the content file.

In some implementations, the set of instructions **358** include instructions for executing an application selected from the group consisting of a media application, a feed reader application, a browser application and a coupon book application (**712**).

In some implementations, the set of instructions **358** includes instructions to display a message on the client device **102**. The content of the message relates to the set of information **350**. For example, a URL for a product's website may be displayed or a snippet of information relating to a television program may be displayed. In some implementations, the set of instructions **358** includes instructions to send a message (e.g., email or SMS) to a user associated with the client. The message may include a coupon, a link to a coupon, a song, a link to a song, information about a television program or movie and links to information. The set of instructions **358** is generated by the instruction module **118**.

The set of instructions **358** is sent to the client **102** (**716**). In some implementations, the set of instructions **358** is sent in a content feed. In some implementations, one or more content files are sent along with the one or more instructions (**718**). For example, a playlist, media file, advertisement or feed stored in the content database **122** may be sent along with the set of instructions **358**. The set of instructions **358** and optionally the one or more content files are sent by the instruction module **118**.

Each of the methods described herein may be governed by instructions that are stored in a non-transitory computer readable storage medium and that are executed by one or more processors of one or more servers (e.g., server system **106**). Each of the operations shown in FIGS. **6** and **7** may correspond to instructions stored in a computer memory or computer readable storage medium.

The foregoing description, for purpose of explanation, has been described with reference to specific implementations. However, the illustrative discussions above are not intended to be exhaustive or to limit the methods and systems to the precise forms disclosed. Many modifications and variations are possible in view of the above teachings. The implementations were chosen and described in order to best explain the principles of the methods and systems and their practical applications, to thereby enable others skilled in the art to best utilize the techniques and devices described herein and various implementations with various modifications as are suited to the particular use contemplated.

Moreover, in the foregoing description, numerous specific details are set forth to provide a thorough understanding of the present implementation. However, it will be apparent to one of ordinary skill in the art that the methods described herein may be practiced without these particular details. In other instances, methods, procedures, components, and networks that are well known to those of ordinary skill in the art are not described in detail to avoid obscuring aspects of the present implementation.

What is claimed is:

1. A method, comprising:

at a computer system having one or more processors and memory storing one or more programs to be executed by the one or more processors:

identifying a set of first information in closed captions of a video stream configured to be displayed to a user of a computing device;

searching an identity database using the set of first information as search queries, wherein the identity database stores a plurality of identities, each identity being associated with at least a name and an importance metric, and wherein searching the identity database further includes identifying one or more identities in the identity database based on the respective importance metrics of the one or more identities;

obtaining second information of one or more content files related to the one or more identities identified in the identity database; and

in response to obtaining the second information of the one or more content files, without user intervention, generating instructions to invoke an application for presenting the second information of the one or more content files to the user of the computing device.

2. The method of claim **1**, wherein searching the identity database using the set of first information as the search queries further comprises:

identifying a list of proper nouns in the set of first information; and

constructing a search query with each proper noun in the list of proper nouns.

3. The method of claim **1**, further comprising:

receiving a request for information related to the video stream from the computing device, the request including the set of first information parsed from the closed caption of the video stream.

4. The method of claim **1**, wherein each of the one or more identities are identified in accordance with a determination that the respective importance metric is above a predetermined threshold.

5. The method of claim **1**, wherein the one or more identities are identified as a number of top identities among a set of identities relevant to the set of first information.

6. The method of claim **1**, wherein the one or more identities are identified in the identity database in accordance with preferences associated with the user of the computing device.

7. The method of claim **6**, wherein the one or more identities includes a sports related identity, further comprising:

selecting the sports related identity based on the user's preference to sports.

8. The method of claim **1**, wherein generating instructions further comprises:

generating instructions in accordance with preferences associated with the user of the computing device, wherein the preferences includes at least one of a preference of the user for a first media content application over a second media content application and a preference of the user for a first type of media content over a second type of media content.

9. The method of claim **1**, wherein the instructions further includes instructions for causing the application to be invoked for displaying the one or more content files on a second display device to the user of the computing device concurrently with displaying of the video stream on a first